CASE STUDY

Axis cameras open new marketing channel for Caveman Brewing process.

IP surveillance system provides insight and monitors the brewing process.

Organization:
Caveman Brewery

Location:
Swanscombe, United Kingdom

Industry segment:
Hotel/Restaurant/ Tourism

Application:
Health and safety, web broadcasting, remote monitoring

Axis partner:
Mole Electrics Ltd.

Mission

New micro-brewer Caveman Brewery housed at the George and Dragon Pub Swanscombe, needed an effective and robust IP-based surveillance solution that could be easily accessed remotely enabling them to carefully monitor the production and security of their brewing process. At the same time they needed an IP surveillance system that was able to provide a 'customer window' into the micro-brewery with live high-quality video for streaming across the internet via their website and social media. As a new business, the Caveman brewery had a limited budget so needed a cost-effective, user-friendly solution that was simple to install, easy to control and delivered high image quality and zoom functionality to allow them to read temperature controllers remotely.

Solution

Recognising that an analogue CCTV system wouldn't meet its requirements, the brewery turned to Kent-based installer Mole Electrics Ltd. who recommended AXIS Camera Companion IP surveillance solution specifically designed for small systems of up to 16 cameras.

Using AXIS Camera Companion with Axis IP surveillance cameras allowed Mole Electrics Ltd. to design a solution that took advantage of the very latest HDTV image quality, remote access and storage capabilities, and install the solution quickly, painlessly and without disruption to the brewing process.

Result

The brewery now has a cost-effective, easy-to-use IP surveillance system that can be accessed remotely via a PC, smartphone, or tablet. The system provides exceptional image quality, and has been quick and easy to install. The cameras are delivering excellent footage of the brewing process 24/7 allowing for careful monitoring, live streaming on the brewery website at www.cavemanbrewery.co.uk and social media platforms allowing consumers a real-time view of how the Caveman Brewery beer is made.

AXIS COMMUNICATIONS

Axis cameras provide virtual tour of brewing process

The Caveman Brewery is an independent micro-brewery based in the cellar of the George and Dragon pub in Swanscombe, Kent. Production began in early 2013 and today it sells 8 different beers all over London. The Cavemen Brewery is dedicated to producing distinctive tasting and aromatic real ales, using the finest hops.

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For many years the George and Dragon used an analogue CCTV systems. The brewery needed a more up-to-date surveillance solution and was keen to fit a more effective, fully-IP surveillance solution that was easy to use and could be accessed remotely to allow them to view the brewing process when offsite.The IP surveillance solution was also needed to open up a conduit for the social networking and marketing streams that they currently use which are being expanded to allow for a virtual tour of the brewery and brewing process.

The previous analogue systems were cumbersome, slow to retrieve and view archived files and made it difficult to control key aspects. The brewery needed an IP surveillance solution that was not only efficient, robust and able to deliver exceptional image quality, but was also cost-effective.

An easy-to-use high definition solution

The Caveman Brewery understood the many benefits of IP surveillance, and was convinced that a next generation CCTV system would best fit its needs. The brewery contacted professional security installer and Axis partner, Mole Electrics Ltd., who did a great deal of research into the various IP surveillance solutions on the market today.

The Axis IP surveillance system was chosen as it provided a notable distinction in the HDTV image quality along with Edge storage, storage directly on to a memory card. The additional out-of-the box functionality and ease of facilities provided by the AXIS Camera Companion solution met all of the brewery requirements and more. It also has the added advantage over its competitors in that it is supplied licence free which is a great selling point for when advocating the merits of a cost efficient professional IP CCTV system to a small commercial concern. The AXIS Camera Companion was easy to install and set up with a very clear interface that the Caveman Brewery staff found very user-friendly.

Declan Molyneux, Director at Mole Electrics Ltd comments, "Our clients' requirements are our first and foremost concern. We focus not only on delivering an efficient installation service but also in matching our clients' requirements with highly effective 'best of breed' systems. By identifying the Caveman Brewery's specific issues and challenges, we considered a wide range of alternative surveillance solutions in order to accommodate these. The Axis solution although only on the entry level software platform (AXIS Camera Companion), met all of these requirements and more."

Axis Communications was chosen to supply AXIS Camera Companion software platform and 8 HDTV network cameras, deployed in the micro brewery site and overlooking the bar area of the George and Dragon.

"After seeking guidance from our security company, Mole Electrics Ltd., we identified Axis as the best solution for us. We are very positive the installation not only meets all of our health and safety and security requirements, but has opened up our marketing channel with a virtual tour of the brewery and brewing process up to the point where the final product can be seen and enjoyed."

Nick Bryam, Director, The Caveman Brewery.

AXIS M3004-V, a palm sized, highly discreet and compact fixed mini dome camera with HDTV, and 80° horizontal viewing angle mounted on a 3-axis positioning mount allowing for easy installation and camera alignment. The 1 megapixel/HDTV 720p performance network camera that is ideal for unobtrusive video surveillance, were wall mounted to cover the brewing process, temperature controller and the bar area. These fixed dome network cameras offer superb video performance with exceptional detail and optimal image clarity.

Allowing the Caveman Brewery to react quicker

The Caveman Brewery brews 3 times a week and is looking to increase this over time. The brewing process is time consuming. From creating the mash, extracting and boiling the wort, and adding the aromatic hops to make the beer taste nice is a 3 – 4 hour process. The beer is then pumped from the very hot boiling kettle through a heat exchanger, cooling it to 20°C. Up to the heat exchanger, sanitation isn't a problem because of the high temperature however, as soon as the temperature falls below 20°C, the beer is vulnerable to contamination and spoiling. The Caveman Brewery does not have the resources for continuous onsite monitoring of the brewing process so by installing an IP surveillance system this has allowed them remote access to view from any number of locations where they can zoom-in and read the heat exchanger temperature and react quickly to any problems.

Online marketing channel

The IP surveillance solution was also needed to open up a 'virtual visitor centre' channel for both the Caveman Brewery website and social networking streams showing a virtual tour of the brewing process. The cameras have been strategically placed within the brewery and bar area to take the viewer through a step-by-step journey of the whole brewing process from mashing in the yeast, adding the hops right through to filling the casks to pulling the pint of beer at the bar. The virtual tour marketing strategy is intended to keep website visitors longer, increase customer retention and boost sales.

Bar staff security

As well as monitoring the brewing process, the small and discreet cameras are utilised in the bar area of the George and Dragon to monitor staff movements and ensure the safety of its staff and customers. The surveillance cameras allow the Caveman Brewery to easily identify customers and if needed, high-quality images can be easily shared with local police via the Internet or mobile devices. Simply having surveillance cameras on show within the bar area has helped deter thieves, vandals, anti-social behaviour and illegal activities.

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About Axis Communications

As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world – driving the shift from analog to digital video surveillance. Offering network video solutions for professional installations, Axis' products and solutions are based on an innovative, open technology platform.

Axis has more than 1,000 dedicated employees in 40 locations around the world and cooperates with partners covering 179 countries. Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com

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